



WCVB
5 TV Place
Needham, MA 02492
Main: (781)449-0400
Billing: (781)433-4283

www.thebostonchannel.com

Billing Address:

Gateway Media
Attention: Accounts Payable
2150 River Plaza Drive, Suite 150
Sacramento, CA 95833

Send Payment To:

WCVB
P.O. Box 26874
Lehigh Valley, PA 18002-6874

DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
950539-1	10/28/12	October 2012	10/01/12 - 10/28/12

Station	Account Executive	Sales Office	Sales Region
WCVB	Scott Tarka	Boston	Local

Advertiser	Product	Estimate Number
Massachusetts Alliance Ag	No on Question 2	179

Flight Dates	Order #	Alt Order #
10/22/12 - 11/05/12	950539	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/22/12	11/05/12	430a Eyeopener	430-5a	MTWTF--	:30	5	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 MTWTF-- 5 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 4 WCVB M 10/22/12 430a Eyeopener 430-5a :00 \$350.00 NM See MG 1.12									
12	WCVB Tu	10/23/12	4:40 AM 430a Eyeopener	430-5a		:30	MASS181501H	\$350.00	NM
MG for 1.4 10/22									
1	WCVB Tu	10/23/12	4:53 AM 430a Eyeopener	430-5a		:30	MASS181501H	\$350.00	NM
3	WCVB W	10/24/12	4:38 AM 430a Eyeopener	430-5a		:30	MASS181501H	\$350.00	NM
5	WCVB Th	10/25/12	4:53 AM 430a Eyeopener	430-5a		:30	MASS181501H	\$350.00	NM
2	WCVB F	10/26/12	4:40 AM 430a Eyeopener	430-5a		:30	MASS181501H	\$350.00	NM
2	10/22/12	11/05/12	5a Weekend Eyeopener	Sa/Su 5a-6a	-----SS	:30	2	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----SS 2 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB Sa 10/27/12 5:21 AM 5a Weekend Eyeopener Sa/Su 5a-6a :30 MASS181501H \$400.00 NM 2 WCVB Su 10/28/12 5:54 AM 5a Weekend Eyeopener Sa/Su 5a-6a :30 MASS181501H \$400.00 NM									
3	10/22/12	11/05/12	6a Weekend Eyeopener	558-7a	-----SS	:30	2	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----SS 2 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB Sa 10/27/12 6:28 AM 6a Weekend Eyeopener 558-7a :30 MASS181501H \$1,200.00 NM 2 WCVB Su 10/28/12 6:41 AM 6a Weekend Eyeopener 558-7a :30 MASS181501H \$1,200.00 NM									
4	10/22/12	11/05/12	8a Sat Wknd Eyeopener	Sa 8a-9a	-----S-	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----S- 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB Sa 10/27/12 8:40 AM 8a Sat Wknd Eyeopener Sa 8a-9a :30 MASS181501H \$1,500.00 NM									
5	10/22/12	11/05/12	LIVE WITH KELLY & MIC	9A-10A	MTWTF--	:30	3	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 MTWTF-- 3 \$600.00									

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 We warrant that the actual broadcast information shown on this invoice was taken from the program log



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Lehigh Valley, PA 18002-6874

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1	WCVB	Su	10/28/12	6:24 PM	6p News Weekend	6-630p	:30	MASS181501H	\$3,000.00 NM																																																																						

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers
We warrant that the actual broadcast information shown on this invoice was taken from the program log



www.thebostonchannel.com

Send Payment To:

WCVB
P.O. Box 26874
Lehigh Valley, PA 18002-6874

DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
950539-1	10/28/12	October 2012	10/01/12 - 10/28/12
Advertiser	Product	Estimate Number	
Massachusetts Alliance Ag	No on Question 2	179	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
11	10/22/12	11/05/12	6p News Weekend	6-630p	-----S	:30	1	\$3,000.00	NM
12	10/22/12	11/05/12	M-F Inside Edition	658-730p	MTWTF--	:30	2	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 MTWTF-- 2 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB Th 10/25/12 7:22 PM M-F Inside Edition 658-730p :30 MASS181501H \$3,000.00 NM 2 WCVB F 10/26/12 M-F Inside Edition 658-730p :00 \$2,000.00 NM See MG 12.4, 12.5, 12.6									
13	10/22/12	11/05/12	Chronicle	728-8p	MTWTF--	:30	2	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 MTWTF-- 1 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB W 10/24/12 7:44 PM Chronicle 728-8p :30 MASS181501H \$3,000.00 NM									
14	10/22/12	11/05/12	Castle	958-11p	M-----	:30	1	\$15,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 M----- 1 \$15,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB M 10/22/12 Castle 958-11p :00 \$15,000.00 NM See MG 14.3 3 WCVB M 10/22/12 10:57 PM Presidential Debate NETWORK POLITI :30 MASS181501H \$15,000.00 NM MG for 14.1 10/22									
17	10/22/12	11/05/12	Sportscenter 5 OT	1135p-12m	-----S	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----S 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB Su 10/28/12 12:03 AM Sportscenter 5 OT 1135p-12m :30 MASS181501H \$1,500.00 NM									
18	10/22/12	11/05/12	Nightline	1135p-1206a	MTWTF--	:30	3	\$1,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 MTWTF-- 3 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WCVB Tu 10/23/12 11:54 PM Nightline 1135p-1206a :30 MASS181501H \$1,600.00 NM 3 WCVB W 10/24/12 12:01 AM Nightline 1135p-1206a :30 MASS181501H \$1,600.00 NM 1 WCVB Th 10/25/12 11:54 PM Nightline 1135p-1206a :30 MASS181501H \$1,600.00 NM									
19	10/22/12	11/05/12	Sa-Su 12-6p Various	12-6p	-----S	:30	1	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----S 1 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB Su 10/28/12 3:41 PM Sa-Su 12-6p Various 12-6p :30 MASS181501H \$600.00 NM									
Total Spots							32		

Gross Total **\$51,800.00**

Payment Terms 30 Days

INVOICE
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<u>Invoice #</u>	<u>Invoice Date</u>	<u>Invoice Month</u>	<u>Invoice Period</u>
950539-1	10/28/12	October 2012	10/01/12 - 10/28/12
<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>	
Massachusetts Alliance Ag	No on Question 2	179	

Agency Commission **\$7,770.00**

Net Amount Due **\$44,030.00**